

# Farm Town Strong

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## How We Got Here

Identified rural opioid addiction as a challenge ripe for action  
By working together, we are presenting a unified message



## Morning Consult Poll:

Conducted: October 26-29, 2017

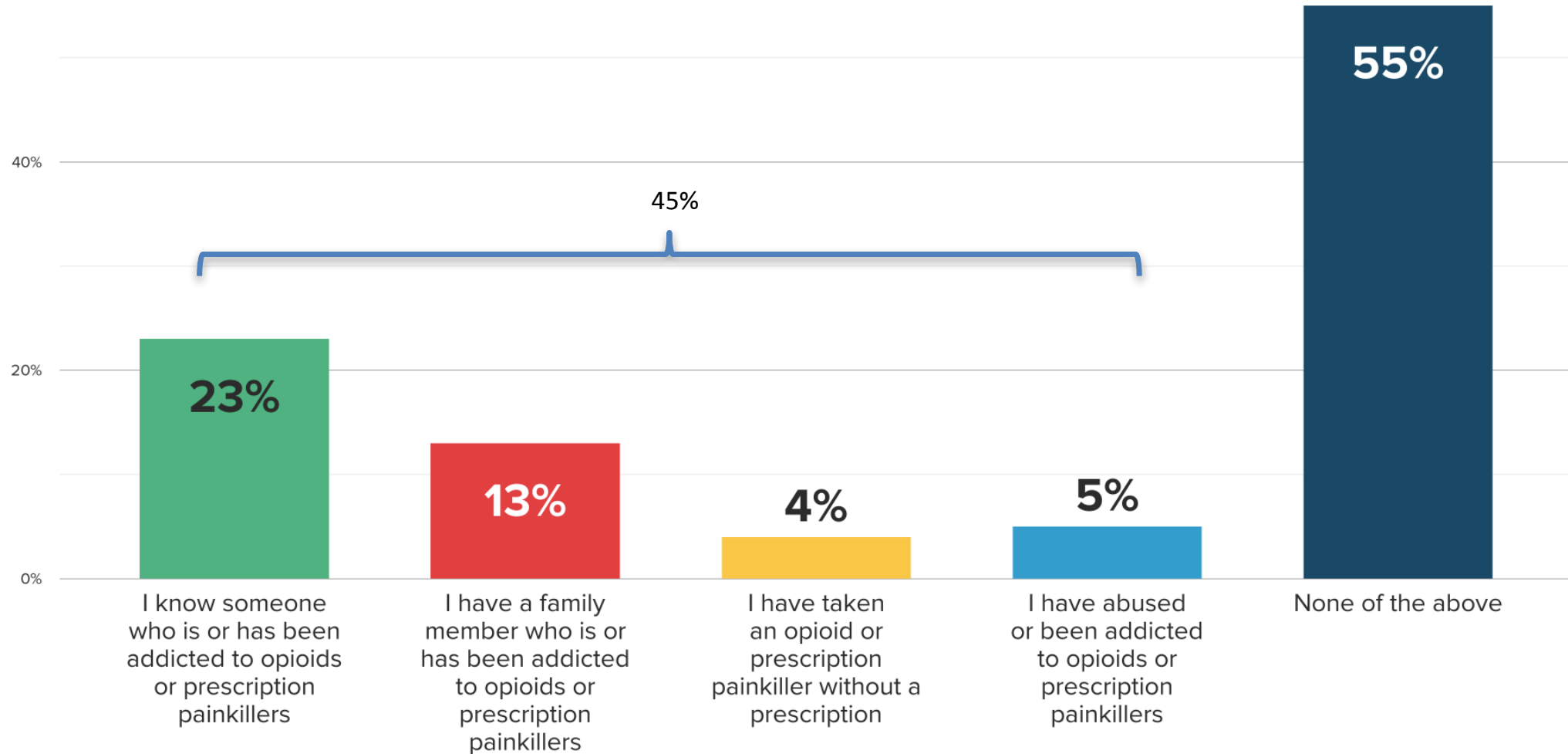
Surveyed: 2,201 Rural Adults

Farmers & Farmworkers Segmented in Reporting



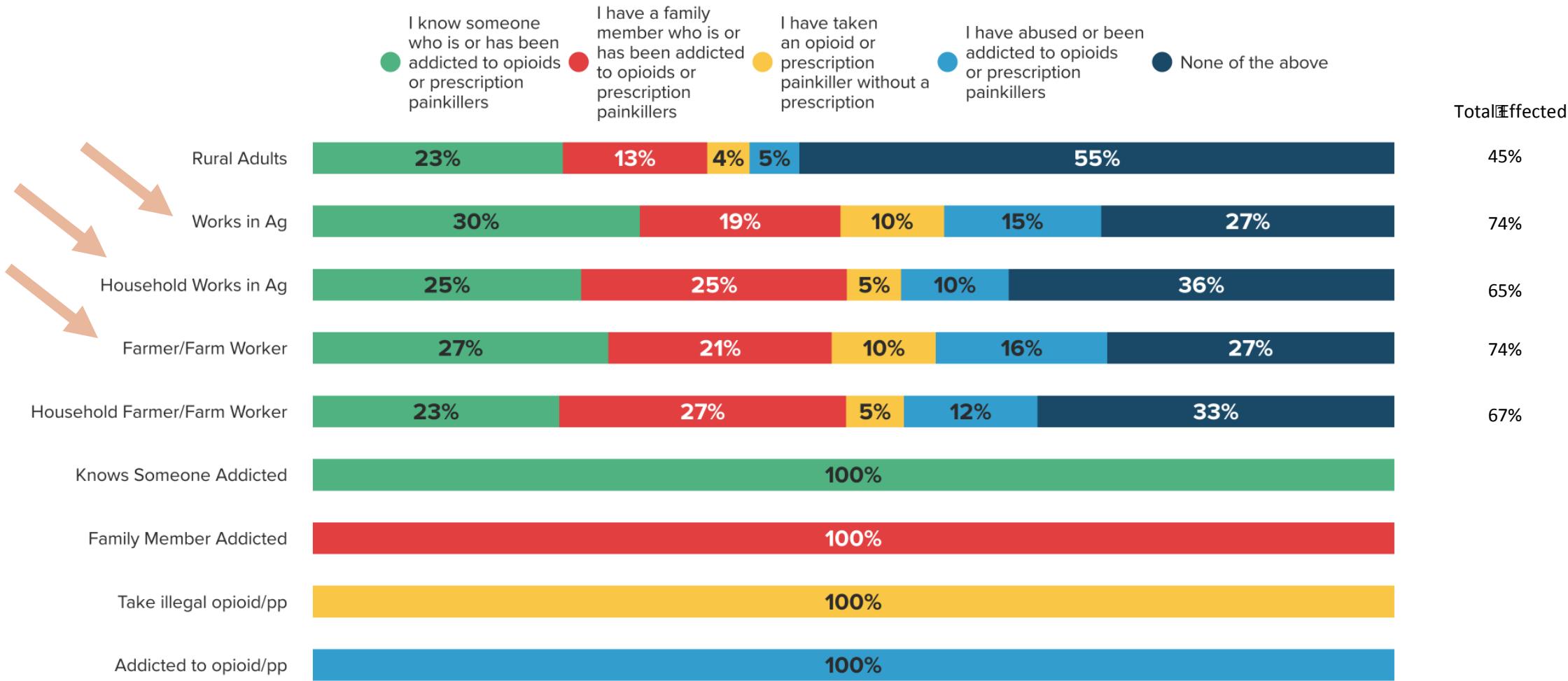
## Nearly half of rural adults (45%) are or have been directly impacted by opioid abuse.

*Which of the following best applies to you?*



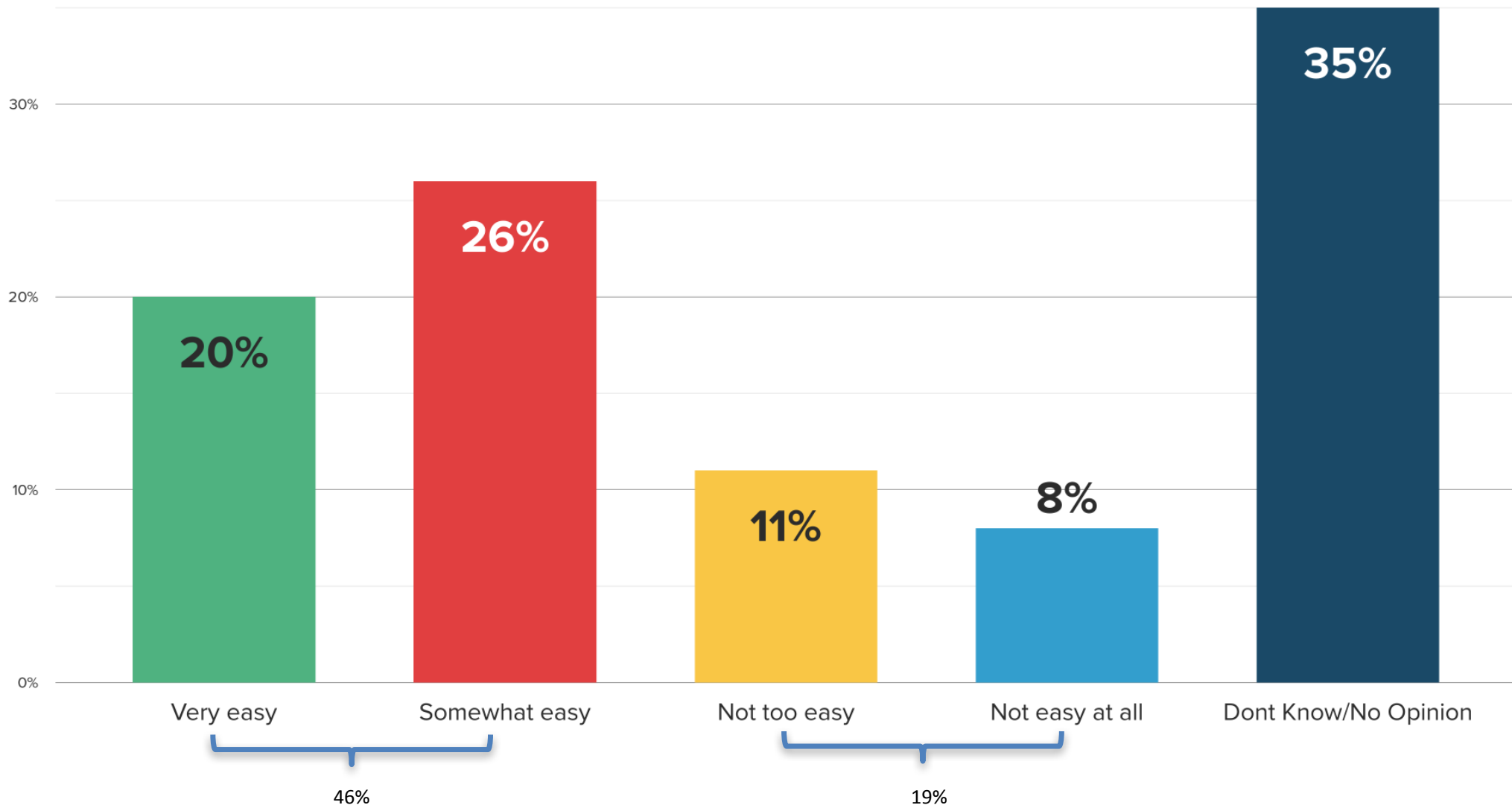
Three in four farmers, farm workers (74%) say they are or have been directly impacted by by opioid abuse.

Which of the following best applies to you?



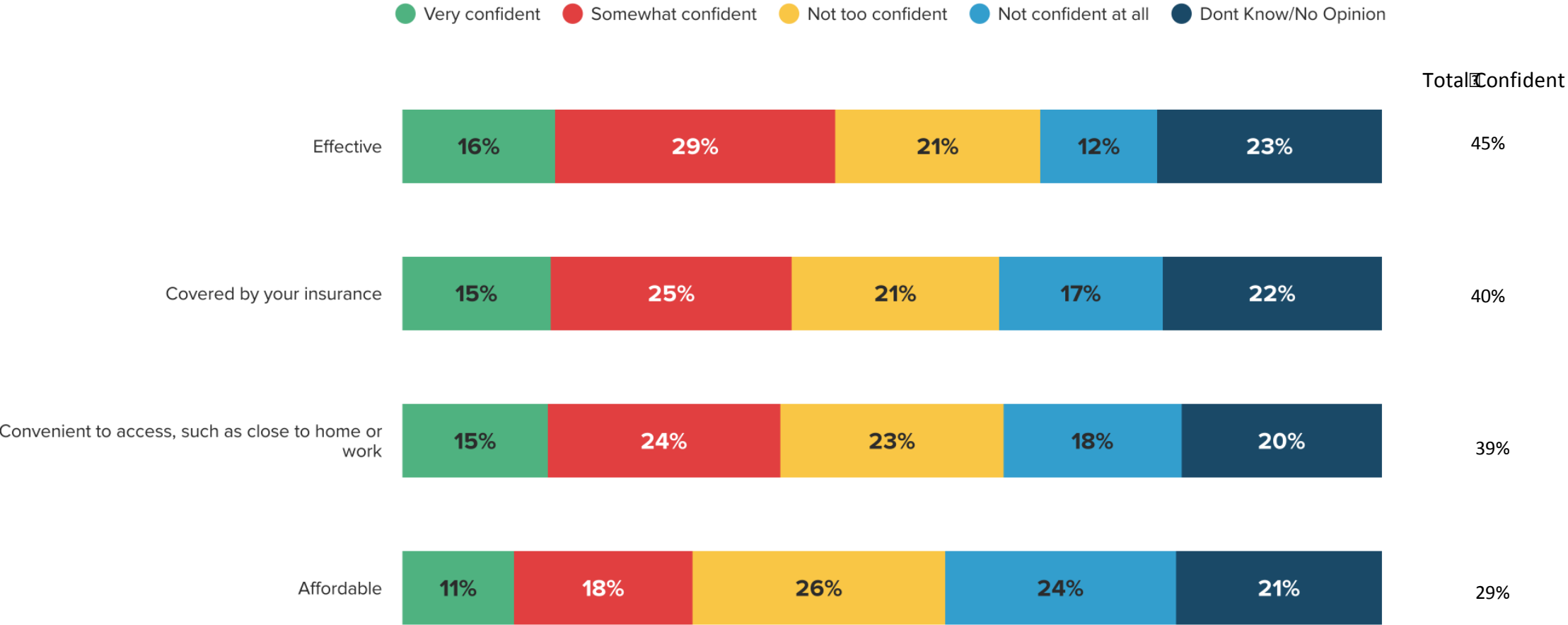
# By greater than a 2-1 margin, rural adults say it would be easy for someone in their community to access a large amount of prescription opioids or painkillers without needing them for a medical purpose.

*How easy would it be for someone in your community to access a large amount of prescription opioids or painkillers without needing them for a medical purpose?*



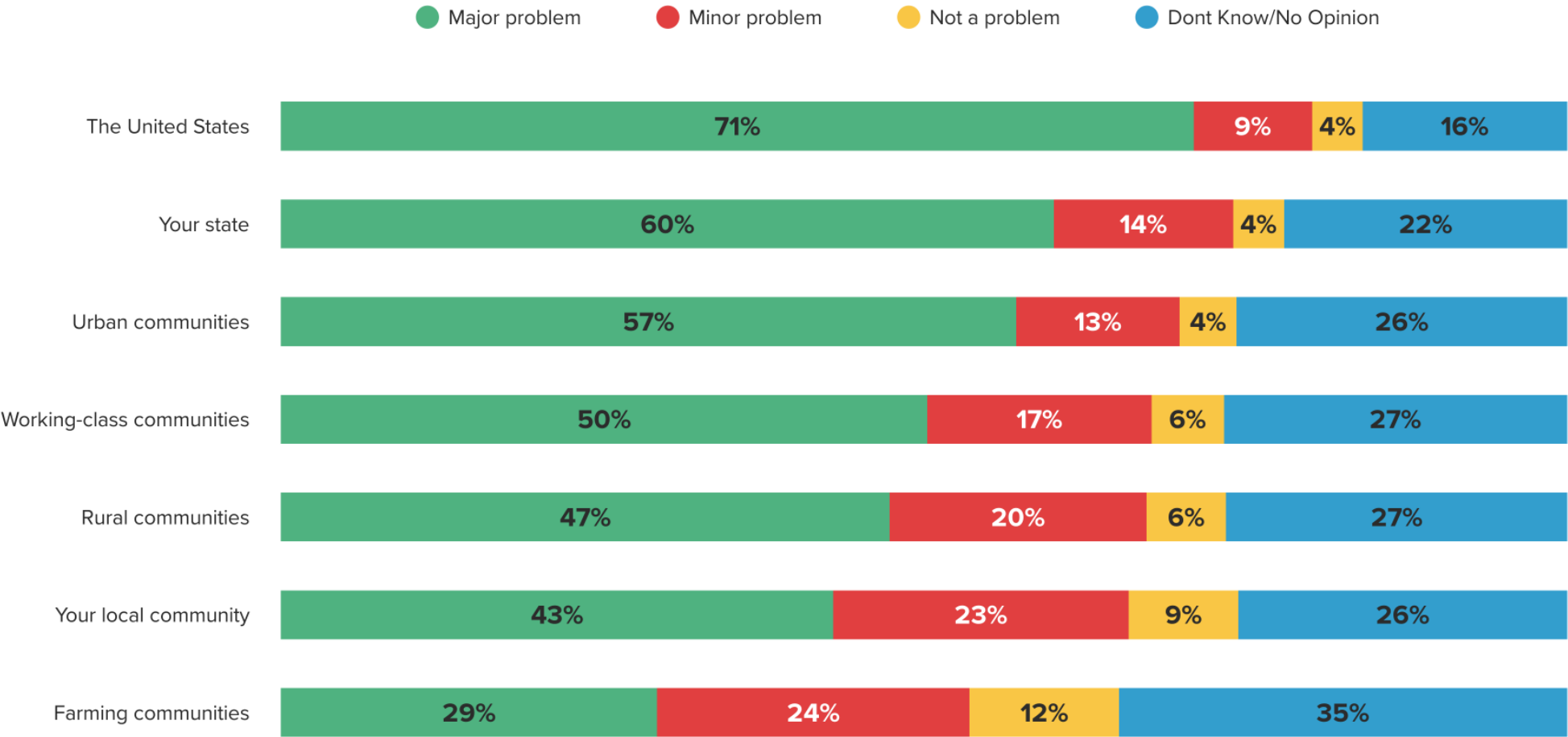
And, less than half of rural adults are confident they could seek care that is effective, covered by insurance, convenient or affordable.

*If you or a family member wanted to seek care for addiction or substance abuse, how confident are you that you'd be able to find treatment that was...*



Rural adults say opioid abuse is a major problem in urban communities more so than their own by a 10-point margin.

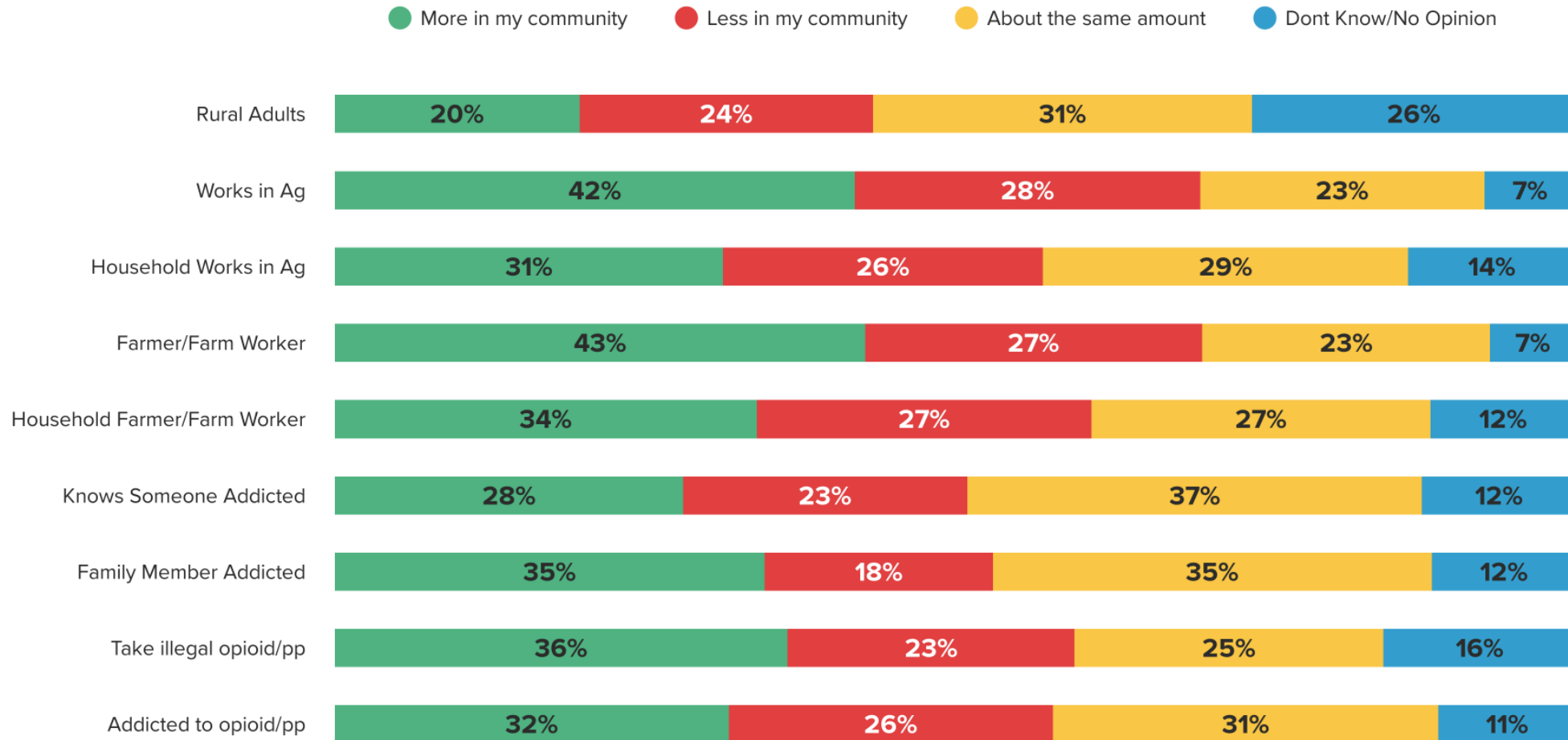
*How big of a problem, if at all, is opioid abuse in each of the following?*





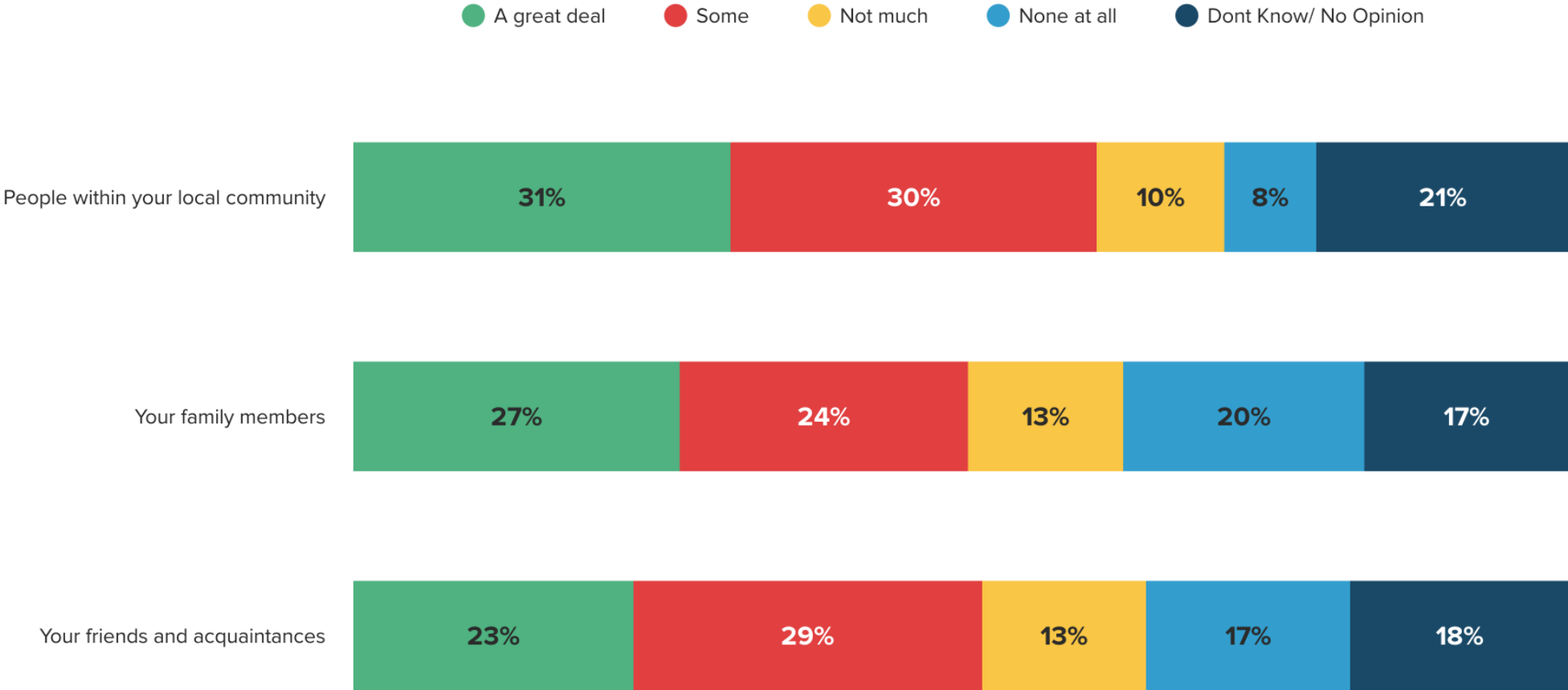
# Though strong pluralities of farmers, as well as those who work in agriculture, say there *is* more opioid abuse in their communities.

*Compared to the rest of the country, would you say there is more opioid abuse in your community, less opioid abuse in your community, or about the same amount?*



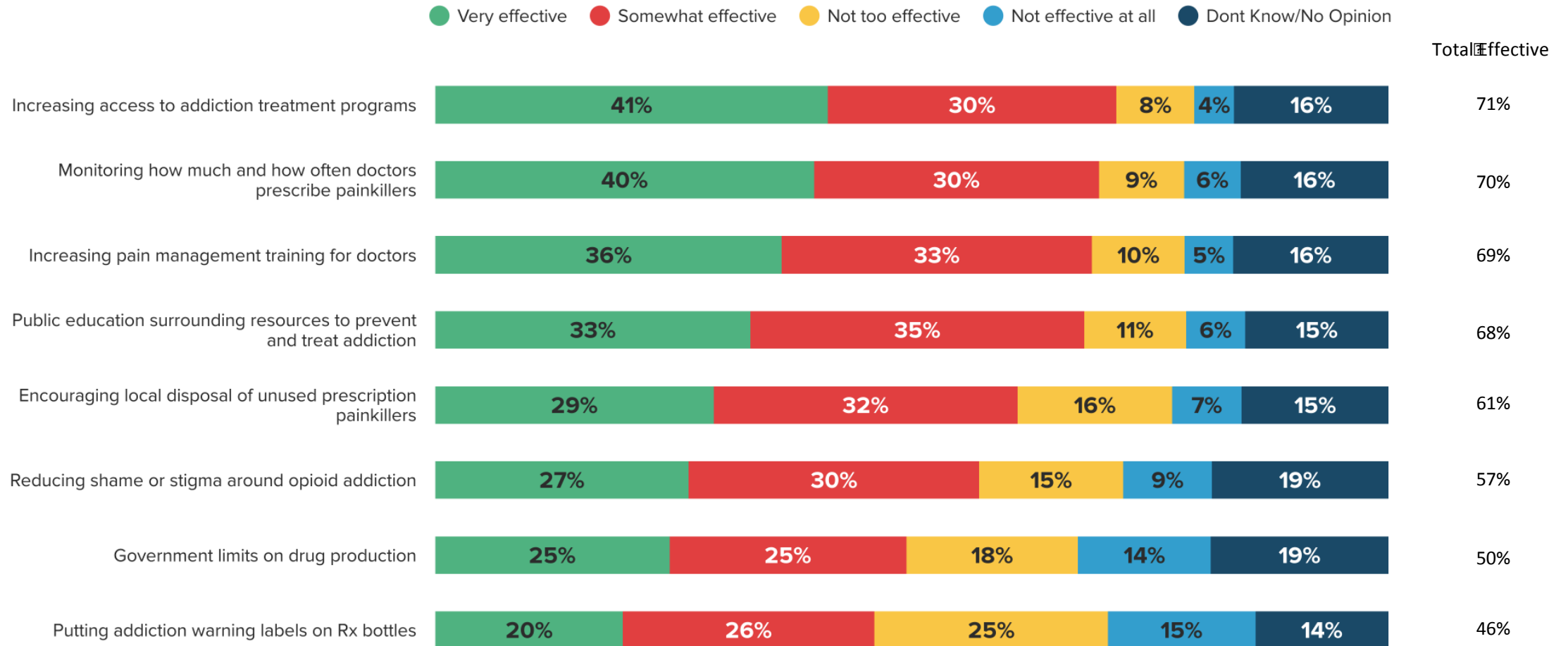
One in three adults say there is a great deal of stigma associated with opioid abuse in their local community.

*How much shame or stigma would these groups of people say is associated with opioid abuse?*



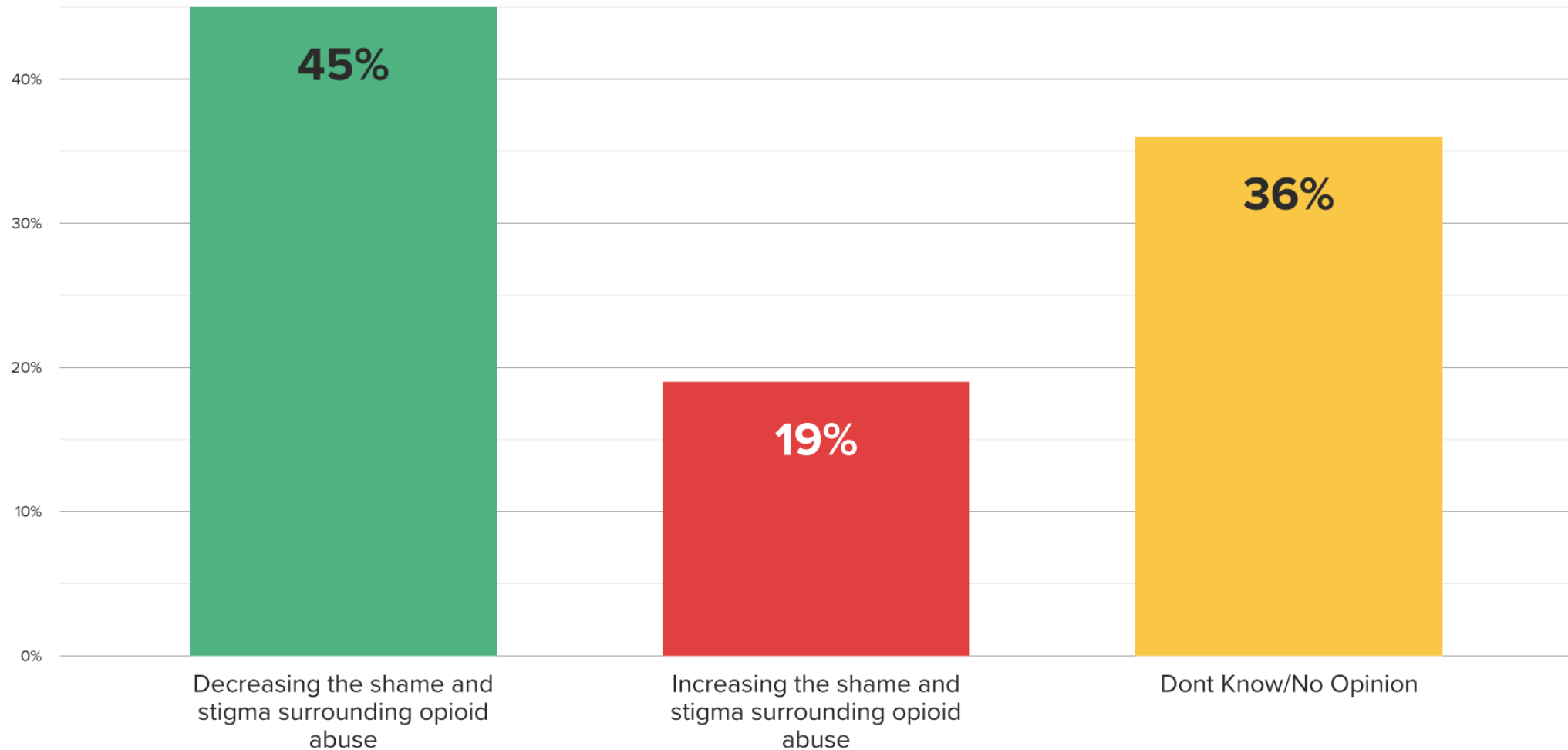
# Regarding cultural interventions to address the crisis, seven in ten say increasing access to treatment (71%) and public education surrounding resources available (68%) would be effective.

*Thinking about your local community, how effective would each of the following be in helping to solve the opioid crisis?*



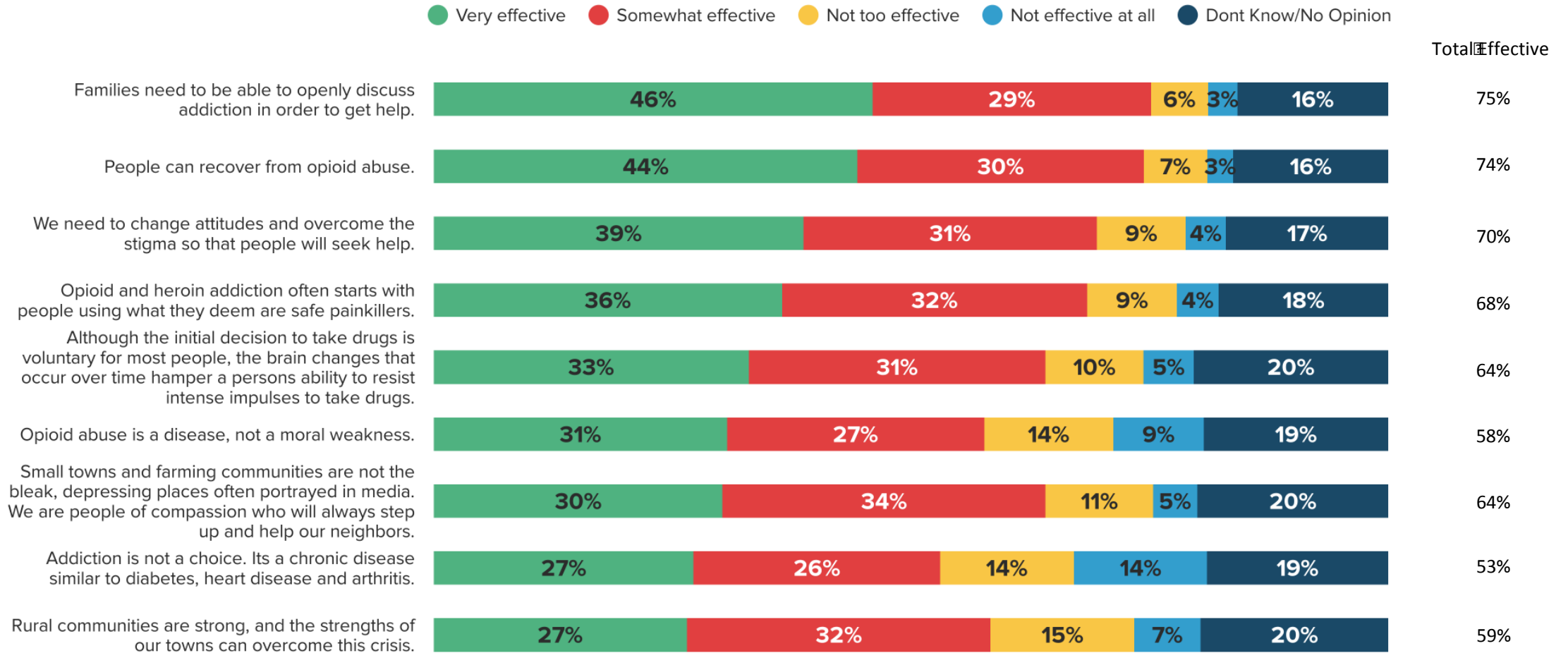
# To help solve the opioid crisis, nearly half say *decreasing* shame surrounding opioid abuse would be more effective than increasing it.

*Generally, which of the following would be more effective in helping solve the opioid crisis?*



# Rural adults say most effective messages to decrease shame surrounding opioid abuse are related to families openly discussing the problem, the possibility of addiction recovery, and the need to change attitudes.

*Based on what you know, how effective would each of the following messages be in decreasing the shame or stigma associated with opioid abuse?*



## Farmer-to-Farmer Engagement

Decrease Stigma, Make OK to Talk About

## Awareness for Resources

Immediate Help (Hotlines)

Treatment Locators

Prevention Resources

Disposal Locator/Recommendations



## Getting the Word Out

Outreach to our state affiliates

Joint appearance at AFBF Annual Convention

Joint appearance at NFU Convention





## Continuing the Conversation

- ~ The opioid epidemic is affecting rural communities, not just big cities.
- ~ Families need to be able to openly discuss addiction in order to get help.
- ~ We need to change attitudes and overcome the stigma so people will seek help.
  - ~ People can recover from opioid abuse.
- ~ Opioid and heroin addiction often start with people using what they believe are safe painkillers.
  - ~ Opioid abuse is a disease, not a moral weakness.
- ~ Someone can accidentally or unintentionally become addicted to opioids.
- ~ Rural communities are strong, and the strengths of our towns can overcome this crisis.





## Where We Go From Here

Strategic alignment with USDA

Rural America Live, March 12 on RFD-TV

Collaboration with state affiliates to support local initiatives

Continue the conversation



# FarmTownStrong.org

## #FarmTownStrong

